



Monday, July 31, 2023

Subject: Price Increase effective Monday, October 30, 2023

TO OUR VALUED CUSTOMERS:

This letter is to inform you that Hershey Canada will be implementing a price increase on a variety of our Everyday products as of Monday, October 30th, 2023.

Hershey Canada will also be implementing a price increase on Seasonal specific items and will be effective for the following seasons going forward:

Season
Summer 2024
Halloween 2024
Holiday 2024
Valentines 2025
Easter 2025

Your Sales Representative will be contacting you to discuss the details of these changes.

Thank you for your continued support of Hershey Canada. We look forward to working with you and partnering in further category growth.

Sincerely,

A handwritten signature in black ink, appearing to read "Sean Martin", is written in a cursive style.

Sean Martin
Vice President, Sales

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